Proven Practices in Student Success and Data Management

2024 Case Study Compendium for Community and Technical Colleges

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For over a decade, EAB has been **the trusted technology partner** for 850+ higher education institutions, including hundreds of community colleges. As enrollment and retention pressures rise, it's critical to **modernize** and personalize the student experience, **unify** campus data for better decision making, and **automate** time-intensive processes. This compendium showcases how our community college partners leverage EAB's student success and data technologies for transformative results in enrollment, retention, faculty engagement, reporting, and more.

Navigate360

Higher Ed's Leading CRM for Community Colleges

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Edify

The Data Hub for Community Colleges

Navigate360 Success Stories

1

Unlock Prospective Student Recruitment

Outreach and Tracking Tools Reach More Prospective Students and Improve Yield

▶ Cerro Coso Community College

Cerro Coso Community College's prospect management strategy was inefficient, with disconnected data and slow follow-ups. After a year with another CRM, implementation remained incomplete. Within 90 days of implementing Navigate360's Recruitment Management (RM) module, they streamlined processes, centralizing data for efficient tracking, personalized communication, and improved student service without staff overload.

📍 Ridgecrest, CA   📖 4,919 students   📊 45% retention rate

✖ Challenges prior to Navigate360's Recruitment Management module

- Previous recruitment tool implementation took **more than a year**, still incomplete
- Highly **manual process,** info collected in **disparate systems** and spreadsheets
- Inquiry form **managed by one small team;** each request required **individual follow up**
- Tracking and yield data was **time consuming, not easily shareable** with other offices

✔ Early Recruitment and Enrollment Wins with Navigate360

- **90 days** to launch
- Track and communicate with prospects **at scale** from inquiry through registration
- All prospective student info **lives in one place**
- Manage recruitment and retention in **one system**
- Better tracking of yield **data and analytics**

100%
Increase in inquiries received

447%
Increase in prospect emails sent without hiring more staff

▶ Central Virginia Community College

Central Virginia Community College faced challenges scaling prospect management. Exploring other CRMs, they found none were built with community colleges in mind. In 90 days, they launched Navigate360 RM, piloted an automated inquiry form, and streamlined post-inquiry workflows to enhance student service while improving staff efficiency.

📍 Lynchburg, VA   📖 3,388 students   📊 63% retention rate

✖ Challenges prior to Navigate360's Recruitment Management module

- Prospect tracking and follow up **manually managed** by staff
- **Couldn't connect** with prospects at scale earlier in the funnel
- Other CRM options were **costly, did *too much***—not built with community colleges in mind

✔ Early Recruitment and Enrollment Wins with Navigate360

- **90 days** to launch
- With RM, piloted new **automated inquiry form** at Open House, with impressive results:

  39 inquiries   **24** applications   **11** enrolled

- Redesigned **post-inquiry workflows** save staff time

56% *Yield in inquiry-to-applied stage*   **30%** *Yield in inquiry-to-enrolled stage*

$522K *Tuition revenue from 344 students enrolled via the RM module in the first six months of use*

COMMUNITY COLLEGE

Navigate360 Interventions Lead to Increase in Advising Appointments and Much-Needed Funds for Students

Arapahoe Community College, Midsize Institution in Littleton, CO

- **About:** Arapahoe Community College, with three campuses and 9,600 students, is part of the Colorado Community College System. The three-year graduation rate is 20%.

- **Challenge:** Prior to partnering with EAB, Arapahoe struggled to gain traction with other early alert systems and faculty were wary of new student success technology. Departments and offices operated in silos, which led to uncoordinated and overwhelming communication to students. Advising appointments were also difficulty to manage and track, and advisors found it challenging to maintain their caseloads.

- **Solution:** Arapahoe introduced Navigate360's early alert feature to streamline the process for faculty and ensure all student cases are properly triaged and addressed. Additionally, email and text message campaigns encourage students to schedule and attend advising appointments, lowering the no-show rate.

- **Impact:** The volume of early alerts increased 225% with Navigate360 compared to the previous system, which led to increased distribution of much-needed emergency funds. Following the outreach campaigns, the no-show/cancellation rate for advising appointments was just 7%.

Impact Highlights

225%

Increase in early alerts in Navigate360 vs. previous system

$9,641

Emergency fund dollars distributed due to early alerts

92.9%

Portion of advising appointments attended following nudging campaigns

Straightforward Triage Process in Navigate360 Ensures All Cases Are Addressed

Flaws in Pre-Navigate360 Early Alert System

- ✖ Faculty **passively issued alerts**, inconsistently across and within departments

- ✖ Email reminders were minimal, poorly timed, and **not actionable**

- ✖ Faculty were required to enter **redundant information** each time they issued an alert

- ✖ Faculty **didn't receive updates** after issuing an alert

- ✖ Early alerts **didn't generate trackable cases**

Navigate360's Early Alerts

1 Outreach Coordinator issues **Progress Report**

2 Faculty Member submits **Early Alert**

3 Outreach Coordinator and Assistant Director of Advising triage and assign **Cases**

Assigned to Advisor
- Academic alert
- Student with few alerts

Managed Directly
- Personal alert
- Student with many alerts

Three contact attempts made within one week
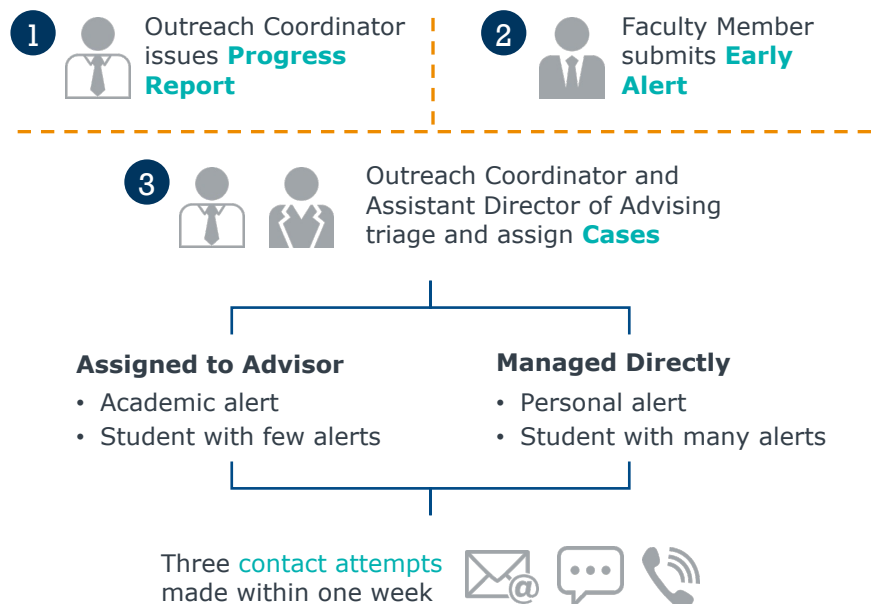
Increase in Early Alerts Directs More Money to Students Who Need It

Total Volume of Early Alerts

1,164 alerts

Navigate360 Pilot

Navigate360 Launch

+225%

361 alerts

Spring 2017   Fall 2017   Spring 2018
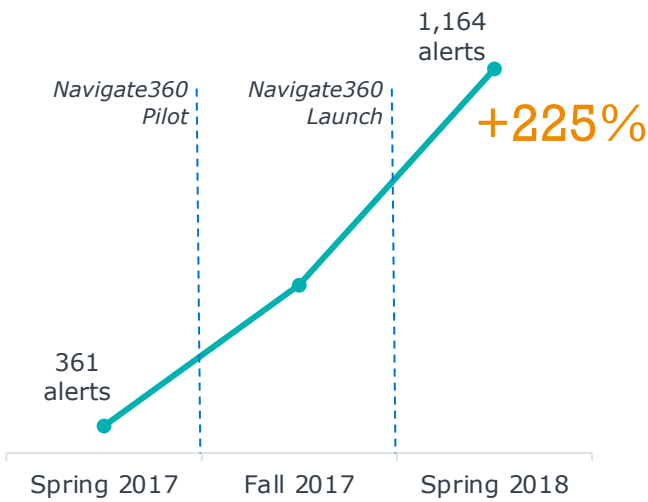
Emergency Fund Alerts and Utilization

49 alerts

$9,641 distributed

27 alerts

AY 14-15   AY 15-16   AY 16-17   AY 17-18
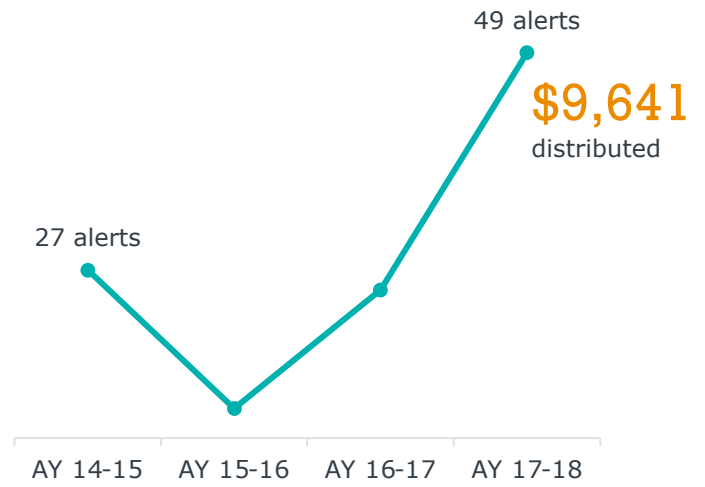
> "Using early alerts has raised my awareness of issues beyond the classroom. **I've found myself asking deeper questions about the student.** Is there a family or financial issue impeding their success? Would a minor homework extension help this particular student to succeed?"
>
> – Faculty Member

Registration Campaigns and Text Nudging Show Promising Results

1 **Fall Registration Email Campaign to All Currently Enrolled Students**

Please schedule an appointment with your assigned advisor, John Smith
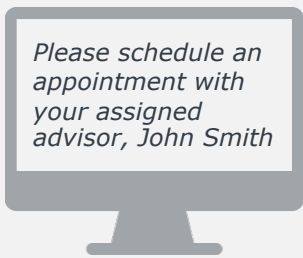
2 **Text Nudging to Select Students**

Appointment reminder for general advising at 11:00 a.m.
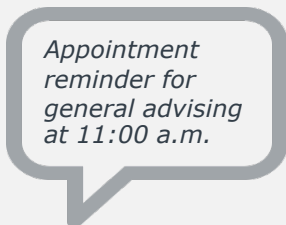
Students were **50% more likely** to keep their appointment when they received a text reminder

No nudge

Nudge

Kept appointment

Missed appointment
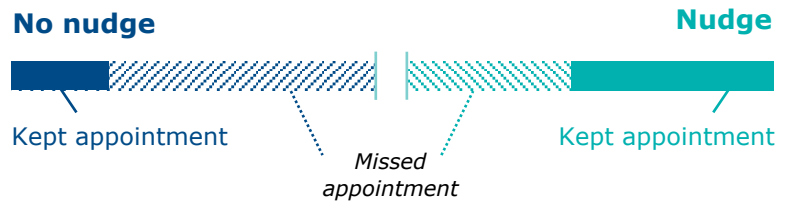
Kept appointment

All Advising Appointments Scheduled Since March 2018

5,106
Appointments attended

92.9%
Portion of appointments attended
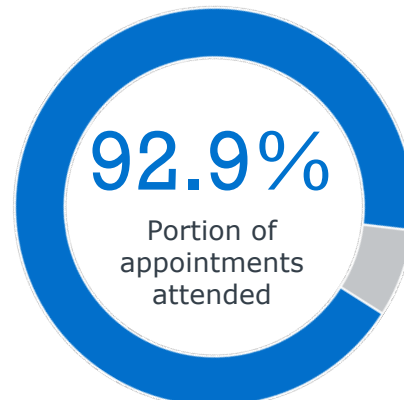
391
No-shows or cancellations

Leverage Faculty Partnerships and Technology to Address the Community College Enrollment Crisis

Pueblo Community College, Midsize Institution in Pueblo, CO

- **About:** Pueblo Community College (Pueblo) is a Hispanic-Serving Institution with over 5,000 students across three campuses. Approximately 70% of Pueblo's students are part-time, and 34% are first-generation.

- **Challenge:** Two years into the pandemic, Pueblo faced serious enrollment challenges. Higher-than-expected summer melt in Fall 2021 led them to investigate causes that could threaten future semesters. Cross-campus communication issues, limited access to faculty during summer, and a lack of buy-in to student success initiatives were among the most pressing contributors.

- **Solution:** Pueblo leadership identified a two-pronged approach to address their enrollment problem. First, they created clearer advising processes powered by Navigate360. They also leveraged Navigate360's student app to engage students throughout the advising process.

- **Impact:** Pueblo's initiative empowered faculty and staff to clarify their roles in the advising process, limit time spent on wrong-fit tasks, and develop mutually agreed upon strategies for more effective student care. The faculty progress report response rate—a measure of active use and collaboration with staff advisors—increased by 11.2% and faculty advising appointments increased 191% in the 2021-22 academic year. The new process increased student engagement as well, yielding a 42% increase in Navigate360 app usage across the same timeframe.

Impact Highlights

11.2%
Increase in faculty response rate to progress reports

191%
Increase in faculty advising appointments scheduled

Holistic Advising Model Empowers Staff & Faculty

Right-fit and shared responsibilities create an equitable partnership

Coordinated Efforts

- **Sync faculty calendars** so staff can set student/faculty meetings based on real-time availability
- Monitor population health analytics and identify intervention opportunities
- Conduct early alerts and case referrals
- Collaborate on Success Coach Advisory Group to improve advising partnership

Staff Responsibilities

- **Serve as student's central point of contact**
- Message students through email or mobile directly from Navigate360
- Create course planning templates for students to chart out courses for multiple semesters
- Assist with course advising and non-academic needs

Faculty Responsibilities

- **Act as student's key resource for all major-specific needs**
- Use Progress Reports for seamless case management
- Create regular campaigns to encourage students to schedule advising appointments

Success Coach / Faculty Advisor
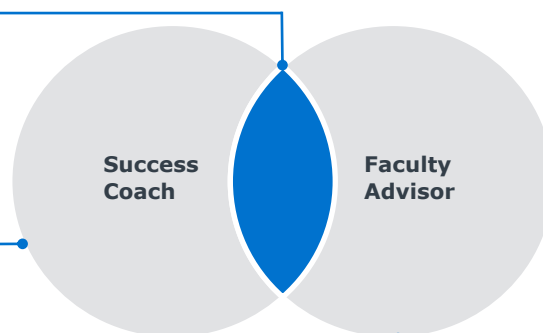
Success Tip:

Pueblo started their Success Coach Advisory Group by having faculty and staff ask each other this question: **"what are 10 things you'd like me to know about your role?"**

A Student-Centered, Tech Approach Powered by Navigate360

Navigate360 Technology Enables Comprehensive Student Support

Tech Tools to Keep Students Connected to Campus and On Track

1
Student Mobile App

Customizable to-do lists walk students through onboarding, and help mitigate summer melt
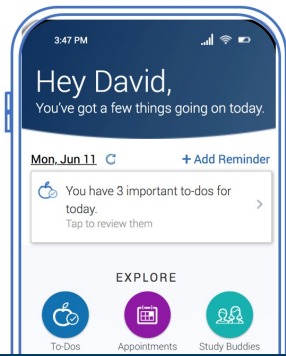
2
Multi-Modal Communication

Reach students wherever they are via text, email, and phone calls
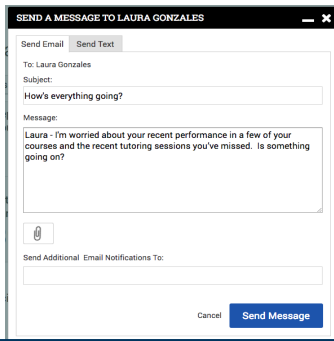
3
Ongoing Assessment

Use Navigate360 to explore data, discover pitfalls and enhance enrollment outcomes

Pueblo is performing an ongoing analysis of why students didn't re-enroll to improve retention efforts going forward.

> "Navigate360 is our mothership. It's where we note every decision made, why we did something, when we met with someone. The transparency and accountability [it provides] is a gamechanger."
> -Heather Speed, Vice President of Student Success

Navigate360 Equips Advising Partners to Engage (and Re-engage) Students

Pueblo has set the stage to increase the number of applicants who successfully matriculate each term—and to re-engage the students they previously lost to melt—by strategically focusing efforts on Navigate360 utilization and more equitable advising partnerships between faculty and staff. **Pueblo is also deploying an "applied-to-enrolled" automated campaign through Navigate360 to stay connected to students and decrease enrollment barriers.**

Navigate360 Facilitates Holistic Advising Among Pueblo Faculty*

1,275%
Increase in faculty providing real-time availability

191%
Increase in faculty advising appointments

11.2%
Increase in faculty progress report response rate

116%
Increase in use of appointment campaigns

Data represents increase between 2020-21 and 2021-22 academic years

EAB

How Forsyth Tech Enhanced Retention and Streamlined Student Success Initiatives with Navigate360

Forsyth Technical Community College, Large Institution in Winston-Salem, NC

- **About:** Forsyth Technical Community College is a public community college in Winston-Salem, North Carolina serving over 10,000 students. About 50% of Forsyth Tech's students attend part time and 34% of their students are Pell Grant recipients.

- **Challenge:** Forsyth Tech struggled with low retention, and their student success platform limited their ability to truly engage students and provide holistic support. The platform's implementation process had been cumbersome, and they were unsuccessful in achieving strong utilization from students, faculty, or staff.

- **Solution:** Forsyth Tech established a workgroup of campus leaders from diverse areas to choose a new student success partner. They chose Navigate360 because of its 1) ease of use, 2) comprehensive communications tools, 3) student-facing mobile app, 4) integration with their existing systems, and 5) 360-degree support from their Navigate360 implementation team.

- **Impact:** With Navigate360, Forsyth Tech experienced positive outcomes in terms of both utilization and retention. In the first academic year after launch, they saw a 14% higher retention rate among students who attended advising appointments compared to those who did not. Forsyth Tech's faculty progress report response rate increased 20%, and student app usage increased by 432% within one year.

Impact Highlights

14%

Higher retention among students who attended advising appointments vs. those who did not

432%

Increase in total new and returning users logging into the student app within one year

Turning Tech Frustration into Campus-Wide Buy-In with Navigate360

Forsyth Tech Developed Strategies to Train, Demonstrate, and Reinforce Navigate360 Use

Strategies to Create Student Buy-In

- ✓ Students are advised to download Navigate360 at registration, through email, or in their first advising appointment

- ✓ Advisors use Navigate360's Program Advising module to help students build their course plan during advising sessions

- ✓ Forsyth Tech Peer Advisors assist students with registration directly in Navigate360

17 percentage points

Increase in Navigate360 App Return-User Logins

(From year 1 to year 2)

Strategies to Create Staff & Faculty Buy-In

- ✓ Student success workgroup held a series of "campus roadshows"

- ✓ "Refresher" Navigate360 trainings offered each semester; versioned for different campus units

- ✓ 1:1 consultations and use-case specific trainings (examples: how to use Quick Polls, Early Alerts, Multi-modal communication tools)

- ✓ EAB's support team provided support both during and after implementation

20 percentage points

Increase in Faculty Response Rates

(From year 1 to year 2)

Navigate360 Provides Comprehensive Tech-Enabled Student Support

Extending Forsyth Tech's Reach and Insight Beyond the Basics

Previous Student Success System

Navigate360

Essential Advisor Workflow Tools

- Smart student profile
- Early alerts
- Role-based permissions
- Multi-modal communications
- Appointment scheduling
- Shared notes

Mobile Guidance

- Term-to-term tools including onboarding checklist, study buddies, and major explorer
- Push notifications for holds and deadlines
- Surveys and quick polls

+

Program Advising

- Collaborative planning workspace
- One-click registration

Financial Planning

- Breakdown of costs and funding options
- Personalized budget builder
- Financial guidance, links, and tips

+

Analytics

- Historical trend dashboards
- Intervention measures
- Flexible analytics model
- Student support predictive model

Advanced Workflow Tools

- Campaign management
- Saved dynamic searches
- Two-way texting

Better Tech Empowers Students to Stay on Track

Advising Appointments Scheduled via Navigate360 Campaigns Tied to Higher Success Outcomes

> " Navigate360 planning and registration is a great tool to help students 'see' their pathway to degree completion, and the visual encourages persistence. **It is amazing to watch how accomplished the students feel when they register themselves."**
>
> **-**Forsyth Tech staff member

Advising Appointments are a Key Factor in Reenrollment

Navigate360 Campaigns Make it Easy for Advisors to Efficiently Schedule Appointments with Their Student Caseload

FORSYTH Tech
COMMUNITY COLLEGE

14.1 Percentage-point higher reenrollment rate

68.30%
Didn't attend advising appointment

82.40%
Did attend advising appointment
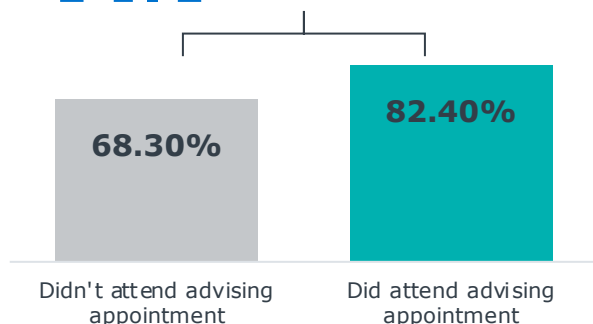
$50K Tuition revenue attributed to higher courseloads

Students who attended advising appointments scheduled via Navigate360 campaigns registered for **.44 more credits on average** compared to those who did not attend appointments, totaling $50K in tuition revenue

Eliminating Barriers to Onboarding and Making Course Planning More Accessible for Students

Germanna Community College, Midsize Institution in Locust Grove, VA

- **About**: Germanna Community College (GCC), part of the Virginia Community College System (VCCS), has 7,207 credit-earning students, a 68% retention rate, and a 37% graduation rate.

- **Challenge**: Prior to VCCS's system-wide implementation of EAB's Navigate360, GCC struggled with a muddled onboarding process that left students confused and inefficient advising that didn't focus on long-term course planning. In the words of GCC's Assistant Dean of Student Development, "Students were more confused than they were educated."

- **Solution**: GCC automatically provides all student applicants with access to Navigate360 as a checklist for onboarding. GCC also integrated Navigate360's Program Advising tool into its freshman orientation course, allowing students and advisors to easily collaborate on course plans across students' first term and beyond.

- **Impact:** GCC's applicant-to-enrollee rate increased by 14.5% in one year. Additionally, students with a course plan in Navigate360 enroll in 3.4 more credit hours per semester on average and are 12.7 percentage points more likely to persist, equating to a combined $507,770 in additional and preserved tuition revenue each semester.

Impact Highlights

14.5%

Increase in applicant-to-enrollee conversion rate after launching Navigate360

$507,770

Additional and preserved tuition revenue in one semester

With Technology-Enabled Onboarding, More Applicants Are Enrolling

Navigate360 Helps Remove Barriers to Enrollment and Reduce the Burden on Students

BEFORE NAVIGATE360

Students expected to be proactive, intuiting next steps in the process

- Applicants must complete multiple steps, like FAFSA and tuition payment, **without clear guidance on timing**

- Required steps to enroll are often **confusing for first-time applicants**

- No easy way for students to find the right person to **ask for help**

- Students often had to **wait hours** at the advising office to meet with their advisor

AFTER NAVIGATE360

Advisors use Navigate360 outreach campaigns to help applicants make appointments, pacing key onboarding steps

- One day after applying, students receive **instructions to log into Navigate360** and access a prioritized to-do list

- Advisors use **campaigns** to help applicants schedule time to discuss onboarding steps

- Students can easily **identify and contact their assigned advisor** in Navigate360

- Students schedule advising appointments in Navigate360 and **check in using Navigate360 kiosks,** cutting wait times

SEEING AN IMPACT

Applicant-to-enrollee conversion rate before and after using Navigate360 to improve onboarding

+14.5%

18.0%
Spring 2019 (Before Navigate360)

32.5%
Spring 2020 (After Navigate360)
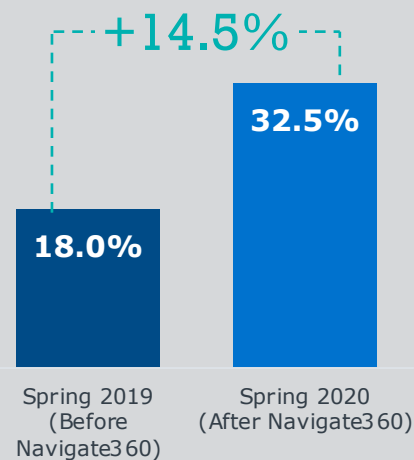
A More Intuitive, Long-Term Approach to Course Planning

Program Advising Workspace in Navigate360 Allows Students and Advisors to Easily Work Together

BEFORE NAVIGATE360

Difficult to track plans, duplicating work each semester

- Students complete a **pen-and-paper plan** while meeting with their advisor
- Students often lose this document and have to **start over every semester**
- Advisors had **no standardized way to store notes** or documents

AFTER NAVIGATE360

Long-term planning that supports collaboration

- Students **build a multi-term plan in Navigate360** during their freshman orientation course
- Advisors can **access, share feedback, and approve** plans directly in Navigate360
- Both students and advisors can review and adjust plans **in future semesters**
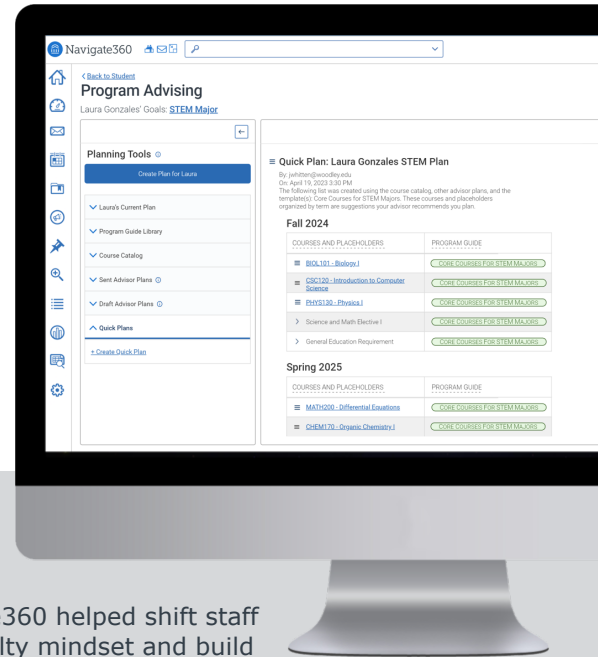
KEYS TO SUCCESS

Before launching Navigate360, leadership worked with faculty to ensure curriculum info was accurate and complete

GCC partnered with EAB to host Navigate360 trainings for all advisors and faculty, starting with basics

Navigate360 helped shift staff and faculty mindset and build buy-in for the importance of simpler course planning

Improved Course Planning Process Pays Off

Fall-to-Spring Reenrollment Rate
Based on Whether or Not Students Created a Course Plan in Navigate360

+12.7
percentage points

69.8% — Didn't create a plan in Navigate360

82.5% — Created a plan in Navigate360
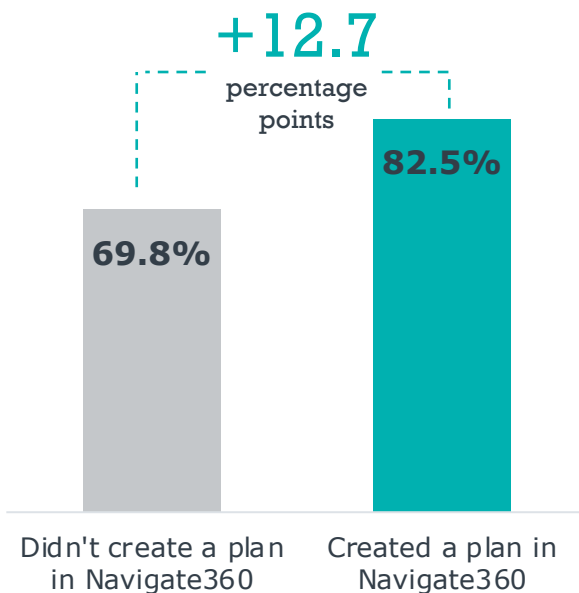
$173,450
Tuition revenue for one semester from 91 additional reenrolled students

Average Credit Hours Per Semester
Based on Whether or Not Students Created A Course Plan in Navigate360

+3.4
credit hours

8.2 — Didn't create a plan in Navigate360

11.6 — Created a plan in Navigate360
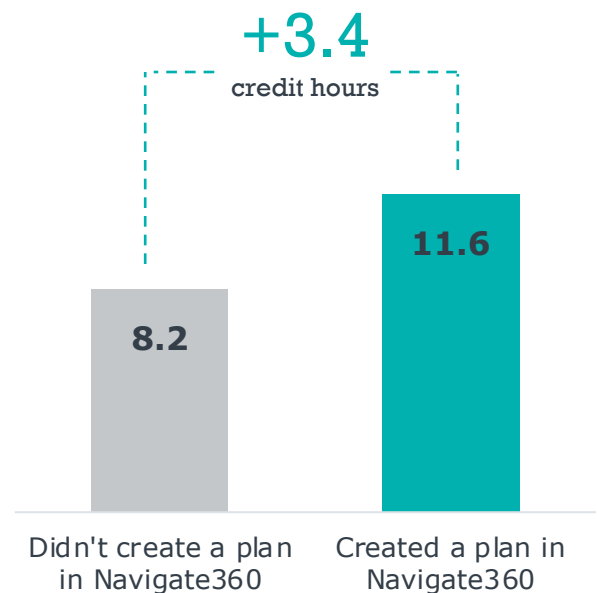
$334,320
Tuition revenue for one semester from 585 students with higher course loads

How a Community College Grew the Number of Financial Aid Packages with Early Alerts and Coordinated Outreach

BACKGROUND

Holyoke Community College (HCC) is a public institution in Holyoke, Massachusetts, serving 3,700 students, 33% of whom attend full-time. They are designated a Hispanic Serving Institution.

KEY RESULTS

▶ **14%**

Increase in **completed financial aid packages** among newly enrolled students who received Navigate360 intervention

▶ **66%**

Of alert cases resulted in **financial aid intervention** and positive outcomes

OPPORTUNITY

Enrolled students missing out on valuable aid dollars

In Spring 2023, HCC admissions and financial aid staff discovered that only 53% of New Student Orientation attendees had a completed financial aid package. Of the students with incomplete packages or no FAFSA on file, many didn't know they were missing requirements or how to fulfill them. HCC lacked an alert system to notify students or financial aid staff of the missing items, causing many students to take financial aid issues to their advisors rather than a financial aid counselor, or to miss out on valuable aid packages altogether.

SOLUTION

A proactive approach to increasing the number of aid packages

Beginning in Summer 2023, HCC used EAB's Navigate360 to create alerts for students who attended Orientation and submitted the FAFSA but were still missing required items. Students were then connected with a financial aid counselor via Navigate360's Coordinated Care Network to help them complete their aid package requirements. The alerts also created case transparency so advisors and financial aid counselors could easily view ongoing student needs and track when cases were closed.

A **Coordinated Care Network** is a system of campus providers connected by technology to break down silos, improve information flows, and personalize student support.

TWO-PART IMPACT

Results that make "cents" and expand education access

1. By Fall 2023, HCC's Missing Aid Requirements alert drove a **14% increase in completed financial aid packages among newly enrolled students,** ensuring affordable access to education for more students. HCC's financial aid team is a top user of Navigate360 alerts and reporting capabilities, leading to greater transparency and improved coordination between financial services and campus partners.

2. Now, HCC's Financial Aid office is expanding their use of Navigate360 capabilities. Using surveys, they're reaching adult learners who may not be aware that they qualify for state-based financial resources. The **alert effectively reached 99%** of this group, enabling rapid follow up. HCC aims to broaden the alert's reach to ensure no student falls through the cracks due to financial barriers.

> **"**Previously, our financial aid counselors were often talking to upset students because we were reactive. And I think this has changed the way counselors are viewing their work because **now they're able to be proactive and the conversations are a lot happier."**
>
> Kim Straceski
> Associate Director of Financial Aid, Compliance, and Customer Service

Inside HCC's Coordinated Financial Success Initiative

HCC's tech-enabled approach to student support empowered Financial Aid, Admissions, and Advising to coordinate student support and move from a reactive to a proactive model of student care—ultimately providing a more personalized and equitable enrollment (and reenrollment) experience for students.

THE FINANCIAL AID CASE CREATION PROCESS: A PROACTIVE APPROACH

53%

Of students enrolled in Spring 2023 New Student Orientation had complete financial aid packages

Student enrolls at HCC and starts the FAFSA

Student attends Orientation, aid package flagged as incomplete

Orientation alert triggered; case created in Navigate360 platform by Orientation staff

Student receives proactive, automated outreach from financial aid counselor

67%

Of students in Fall 2023 who received intervention **completed their outstanding aid requirements**

BONUS: student knows where to go if they need additional financial aid assistance

Case marked complete in Navigate360; Advisor can view relevant case history

Student receives personalized support and completes financial aid requirements

Student schedules appointment with financial aid counselor directly from outreach message

Financial Aid Alert Expands Tech Buy-in, Data Literacy Among Staff

100% Of **Financial Aid staff now use Navigate360** to reach and support students with missing aid requirements

NAVIGATE360'S SERVICE-MINDED TECHNOLOGY HELPS STUDENTS RETAIN AND SUCCEED
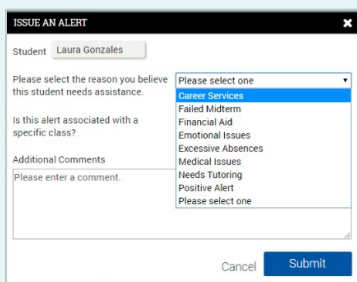
Early Alerts & Campaigns
- Alerts trigger a **case management workflow** to ensure timely intervention
- Navigate360 campaigns enable **personalized outreach at scale,** (now with AI-powered capabilities)
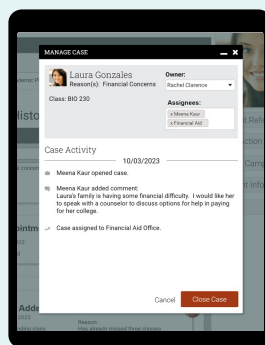
Cases and Reporting
- **Cases can be automatically assigned** to staff members or teams
- Navigate360's reporting tools identify students in need of support, **improving service delivery and staff efficiency** (now with AI-powered capabilities)
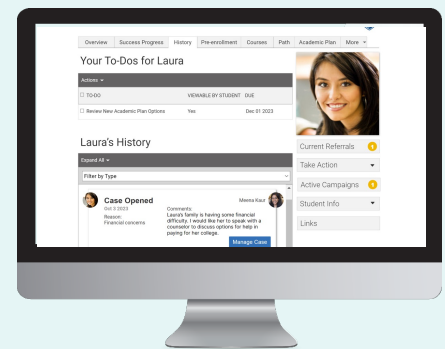
Shared Notes and Records
- Staff can leave notes ad hoc or complete **Appointment Summary Reports**
- Advisors and staff can see a **history feed of recent notes and case updates,** creating greater cross-campus transparency

Take the first step toward improving your student experience with a single technology solution.
Schedule a demo at eab.com/navigate360.

TECHNICAL COLLEGE

Inside a Technical College's Title III Award and Student Success Technology Investment

BACKGROUND

Technical College of the Lowcountry (TCL) is a small two-year college in Beaufort, South Carolina with approx. 2,000 students, about 25% of whom attend full-time.

KEY RESULTS

▶ **60%**
newly admitted students enrolled in courses during fall term (34% above projected goal)

▶ **42.4 percentage-point**
higher registration among those who attended an advising appointment via Navigate360 campaign vs. those who did not

▶ **$68,200**
additional revenue in one semester due to increase in registration and persistence

▶ **83%**
Faculty response rate in the first progress report campaign

OPPORTUNITY

TCL needed comprehensive student success technology to address gaps in retention and graduation rates

TCL found that only 30% of admitted students completed onboarding and ultimately enrolled, with just 20% graduating within three years. TCL saw an opportunity to transform their student experience by adopting both the Guided Pathways framework and a comprehensive student success technology but lacked the resources to implement these initiatives independently.

SOLUTION

Investing in technology was vital to their success

TCL secured a Title III Strengthening Institutions grant in 2019 to address student success challenges and selected EAB's Navigate360 CRM to help them meet strategic goals and grant requirements. With Navigate360, they implemented Guided Pathways and tech-enabled onboarding and advising practices.

To ensure a sustained investment, TCL's Title III team, in collaboration with executive leadership, integrated these processes into their long-term student success strategy, enhancing the campus experience.

IMPACT

Collaborative partnerships yield long-term sustainability and progress toward Title III goals

TCL's Title III and Navigate360 teams partner closely, ensuring sustained change in business processes and technology adoption through ongoing strategy conversations with their EAB Strategic Leader. TCL prioritized identification of early campus adopters during the implementation process, particularly among faculty, improving buy-in and utilization.

TCL's Advice to Community Colleges Pursuing Title III and Technology:

✓ Include technology in your funding proposal and emphasize its long-term value among campus leaders

✓ Prioritize cross-campus training after selecting your technology

✓ Identify and nurture early adopters who can be involved in decision-making

✓ Partner with collaborative experts who can guide change management and tech adoption

Milwaukee Area Technical College Closes Equity Gaps With Retention Grants and Process Innovations

Milwaukee Area Technical College, Large Vocational-Technical College in Milwaukee, WI

About: Milwaukee Area Technical College (MATC) is a public two-year vocational-technical college serving 25,000+ students. Their Fall 2021 fall-to-spring persistence rate for first-time degree-seeking students is 65%, and 55% of all enrollees during AY21 self-identified as students of color.

Challenge: In Fall 2021, MATC found that registration holds and small account balances were creating persistence barriers for thousands of students. These barriers disproportionately impacted first-generation, low-income, and underrepresented minority students. MATC partnered with EAB's Moon Shot for Equity initiative to eliminate equity gaps in retention and ultimately graduate more students.

Solution: In Fall 2021, MATC activated a cross-departmental Retention Grants Team to develop and deploy a program that would incentivize students close to graduation to register for the following term. A Hold Reform team also worked to improve persistence outcomes by eliminating the deregistration process, removing a registration hold based on low account balance, and providing one free transcript despite an unpaid account balance.

Impact: 1,586 students were awarded micro-grants. The recipients persisted at a 10% higher rate than the general student population from Fall 2021 to Spring 2022. Further, an additional 467 students were able to register when MATC eliminated the registration hold.

Impact Highlights

10 percentage points

Higher persistence rate for grant recipients compared to the general student population

$1M

Dollars originally committed to providing micro-grants to all eligible students in year one during the pandemic; $150k raised so far to sustain the program in the future

Building the Retention Grant Program

Proactive Retention Initiatives Take a Campus-Wide Approach

15-stakeholder Retention Grants Team formed, with **faculty, staff, students, and alumni** represented

Developed **criteria:** students who demonstrated **"momentum to graduate"** and were **in good standing**

Awarded grants to **1,586** students identified as eligible

Team **trained on Navigate360** platform

Committed **$1M** in seed funding to offer **$300 grants** to **all eligible students**

1,039

Students pre-registered for the Spring 2022 semester after receiving a grant

Align Retention Grant Programs with Proactive Hold Resolution Initiatives

Reducing Barriers Through Process Innovation

Through their Moon Shot partnership with EAB, MATC identified other opportunities to address equity gaps, including several innovative hold resolution initiatives. In 2021, they performed a hold audit and discovered that 12,551 students registered at the last minute—within one week of classes beginning and up to two weeks after the semester began. This information was used to establish a correlation between late registration, course success, and academic suspension. In addition, 7,696 students were identified as having a hold on their accounts for tuition and/or fees. For those students with a balance of less than $200, the hold was removed, allowing them to register.

1 Eliminated Deregistration List

Implemented payment plan options for currently enrolled students with a balance

2 Increased Bursar Threshold

Raised the account threshold from a balance greater than $0 to balance greater than $200

3 Restructured Academic Suspension Hold

Created cross-divisional work team to address this hold and ensure students were receiving academic support rather than penalization

4 Discontinued Transcript Holds

Provided one free transcript to all students that completed regardless of outstanding balance

467
Additional students able to register for classes when one hold was eliminated from their account

Improved Transfer Pathways Through MOU Partnerships

In addition to the micro-grant and registration hold initiatives, MATC deepened their Transfer Pathways partnership with University of Wisconsin-Milwaukee (UWM). With guidance and support from the Moon Shot team, MATC and UWM addressed 1) confusing program information, 2) lack of formal data sharing, 3) unclear credit articulation, and 4) excess credits due to curricular variance.

Transfer Pathways Improvement Goals

Eliminate credit loss and excess credits through **curriculum realignment**

Develop **co-branded marketing** materials to promote the program

Perform **website audits** to ensure program information is accurate

Enable **data-sharing between advisors** through a Memorandum of Understanding

Restructure **academic pathways** based on student interest

Increase number of **underrepresented students transferring** from MATC to UWM

> **Breaking down barriers to help students persist**—and ultimately graduate or transfer—is central to our mission of transforming lives and the community we serve. We are pleased by these initial results and look forward to continued work to eliminate equity gaps by 2030."
>
> *Dr. Mohammad Dakwar, Vice President, Learning, Milwaukee Area Technical College*

Improve Basic Needs Access and Persistence with Technology and Infrastructure Enhancements

BACKGROUND

College of Lake County (CLC) is a public community college in Lake County, Illinois, with 20,500 students, 27% of whom attend full-time.

KEY RESULTS

▶ **62.5%**
Of Community Resource Alert cases for one semester in Navigate360 resulted in a completed intervention

▶ **30.7 percentage-point**
Higher fall to spring persistence among students who were referred to a CRA and completed an intervention vs. those who did not

▶ **$18.3K**
Additional revenue in one semester due to increase in persistence

OPPORTUNITY

CLC's persistence rates suffered due to unmet basic needs despite campus resources

CLC reviewed data from over 9,000 students who withdrew to understand what caused students to lose momentum. While CLC offered a number of basic needs support services, they found that less than 15% of students knew what resources were available, and 55% reported feeling CLC did only "some" or "very little" to help meet non-academic needs.

SOLUTION

CLC partnered with EAB and external community partners to improve holistic student support

Through a combination of design-thinking, technology, internal infrastructure, and external partnerships, CLC created a framework for holistically serving student needs beyond the classroom. They surveyed students to identify gaps, then established a Community Resource Advisor (CRA) position dedicated to supporting student basic needs. They also set up new information-sharing workflows through Navigate360 to ensure students, faculty, and advisors knew of available resources and how to access them.

IMPACT

CLC's new processes improved service provision for basic needs as well as persistence

CLC's use of Navigate360 early alerts, comprehensive campaigns, and coordinated care network coupled with the creation of the CRA role led to **30.7 percentage-point higher persistence** in one semester among students who were referred to the CRA and completed an intervention.

> " "We built out our technology tools for students…helping connect students to resources, building awareness…trying to irradicate this idea of *'I didn't know CLC offered…'* That's where Navigate360's been really helpful to us."
>
> Eric Tammes, Director of Student Academic Success
> *College of Lake County*

Coordinating the Student-to-Resource Connection

CLC leveraged Navigate360's powerful platform to proactively create cases and connect students with the right resources and staff to help them persist in their journey. Importantly, Navigate360 enabled staff to close the feedback loop with the originator of the case, ensuring stronger faculty-staff communication and collaboration in the student success process. Review an example of their enhanced workflow below.

THE CASE CREATION PROCESS: LAURA'S STORY

Laura, a first-year student, reveals to a faculty member that she is facing possible eviction

The CRA can take secure notes in Navigate360 platform and track disaggregated basic needs trends to improve supports

Laura feels supported by CLC and persists toward her credential

Creates case history for ongoing transparency among relevant stakeholders

The faculty member submits an alert in Navigate360, automatically opening a case assigned to the Community Resource Advisor (CRA)

The CRA contacts Laura to discuss her housing options and works to resolve Laura's barrier

Case closed and faculty informed of outcome

Data is available in Navigate360 to show the frequency and outcome of each type of request

Routing directly to the correct person or resource cuts out "middle person" interactions

SCALABLE NAVIGATE360 CAPABILITIES SUPPORT STAFF AND STUDENT NEEDS

Improve Staff Workflow

- Use Navigate360 campaigns for **personalized outreach at scale,** optimizing content and staff time with AI-powered capabilities
- Automated nudging tools enable staff to **help students stay on track at critical points** throughout their learner journey
- Leverage Navigate360's AI-powered report builder to identify students in need of support, and **improve service delivery and staff efficiency**
- **Easily connect faculty and staff** via the Coordinated Care Network with features such as early alerts and shared documentation

Empower Students

- With Navigate360 Hand Raise, **enable students to self-report and request basic needs assistance** based on options established by the college
- **Encourage self-guidance** with the AI-powered Student Resource Knowledge Bot; **customize and standardize responses** to quickly route students to the right resources
- Deliver surveys and quick polls via the Navigate360 student app to **proactively check in with students and find out what they need**

Take the first step toward improving your student experience with a single technology solution.
Schedule a demo at eab.com/navigate360.

eab.com

COMMUNITY COLLEGE

Turning Passion into Momentum: Addressing Equity Gaps at the Community College of Denver

BACKGROUND

The Community College of Denver (CCD), a Hispanic-serving institution, has a total enrollment of 7,273 students, 78% of whom attend part-time and 63% of whom are first-generation college students.

KEY RESULTS

▶ **2** percentage-point

Increase in retention rate for Hispanic students from AY22 to AY23

▶ **5**

Moon Shot best practices integrated into CCD's revamped guided pathways implementation

▶ Full CCD Executive Council serving as the Moon Shot for Equity steering committee, ensuring cross-campus coordination and accountability

OPPORTUNITY

Siloed operations and the absence of a clear framework rendered CCD's equity efforts less effective.

CCD's efforts to address equity gaps had grassroots support among faculty and staff. However, in the absence of clear, actionable steps and a structured framework, progress stalled, hindering the translation of support into an effective, coordinated plan to address equity gaps on campus.

SOLUTION

The implementation of policy and practice reform led to a broader transformation.

CCD joined **EAB's Moon Shot for Equity** initiative in the summer of 2022. By implementing Moon Shot's research-informed and field-tested best practices, campus leaders made tangible changes to transfer pathways, curriculum, career development, and onboarding. The leadership's active involvement in these structured opportunities to enhance the student experience led to a broader transformation. This transformation unveiled opportunities for improving organizational culture, applying equity-minded inquiry to data, establishing new norms for cross-campus collaboration, and harnessing new insights through the Moon Shot community of practice.

This icon designates the **Moon Shot for Equity** policy or practice implemented with EAB's support.

IMPACT

CCD's dedication has yielded a noticeable impact on retention rates.

By integrating Moon Shot into their Guided Pathways implementation efforts, enhancing collaboration between co-located institutions, facilitating leadership development through EAB-led sessions on data literacy and equity-minded inquiry, and creating structured opportunities to redesign policies and practices, CCD has harnessed the passion of campus stakeholders and translated it into tangible action and improved student outcomes.
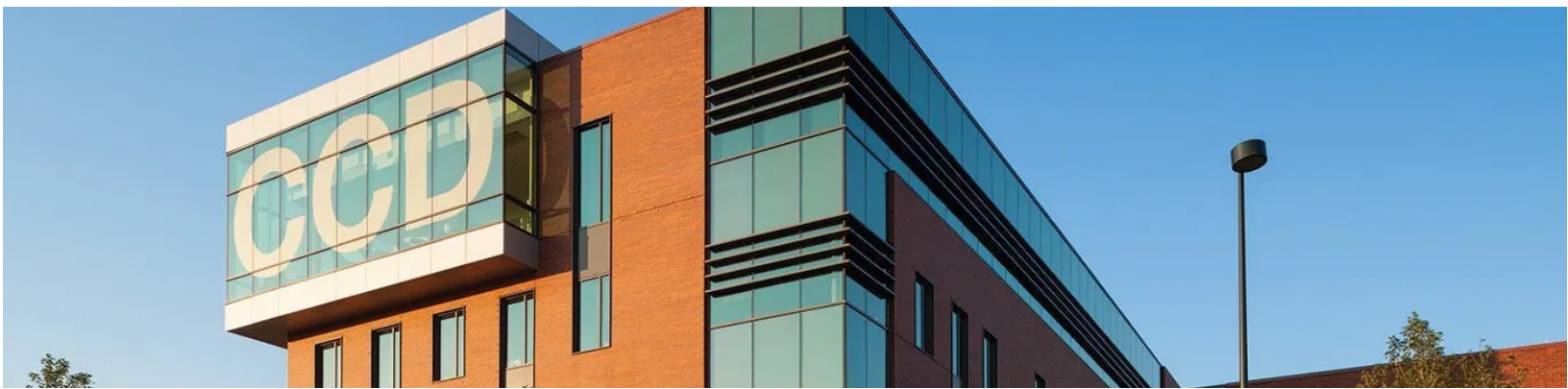
Inside the Cross-Campus Effort to Remove Barriers to Student Success and Equity

▶ APPLYING DATA WITH AN EQUITY MINDSET

Data-Informed: Campus leaders championed the practical application of data literacy in recurring data review sessions with Deans and Department Chairs, using equity-minded inquiry as a guiding framework.

Tech-Enabled: CCD onboarded new care units in Navigate360, EAB's student success CRM, which both expanded data access and introduced new data sources around student engagement with support services.

100+
Campus leaders trained on data interpretation and strategic decision-making

360
Campus leaders using Navigate to access real-time data on student need

Moon Short Area of Focus:
Use technology to find and close gaps at scale

▶ PARTNERING ON EQUITY-FOCUSED TRANSFER REFORM

CCD recognized the national disparities in transfer student outcomes as an equity imperative. They built an inter-campus coalition to address issues in the articulation of state-wide guaranteed transfer courses.

CCD began mapping guaranteed credit transfer courses at two four-year partner institutions, Metropolitan State University (MSU) and University of Colorado Denver (UCD). Their efforts improved rates of successful credit articulation for both CCD students as well as **every student transferring to MSU or UCD from any campus within the Colorado Community College System.**

Moon Short Area of Focus:
Expand Transfer Pathways with structured change leadership

Monthly Collaboration with Four-Year Partners
CCD fostered a collaborative environment with MSU and UCD, working toward improving transfer pathways between their campuses.

Prioritizing Courses for Examination
CCD began by prioritizing Colorado's guaranteed transfer courses and identified barriers to successful credit articulation (i.e. learning outcome alignment and course equivalency database errors).

Addressing Articulation of Credit for Prior Learning
MSU agreed to begin accepting all transcripted credit for prior learning from CCD, which further benefits CCD's adult learners interested in a four-year degree.

Updates for Seamless Alignment
Collaborative updates to course catalogs at MSU and UCD improved alignment with equivalent courses, facilitating a more seamless and equitable transfer process.

▶ DUAL-PRONGED APPROACH TO FOSTERING A SENSE OF BELONGING

In the Classroom:
- Implemented contextual learning* in Spanish
- Focused efforts on community-building within the academic setting

Contextual learning: making learning more meaningful by embedding it within relevant contexts.

Co-Curricular:
- Engaged families in campus activities
- Hosted summer social sessions conducted exclusively in Spanish and offered other bilingual events

Equity Impact

2 percentage-point
Increase in the fall-to-fall Hispanic student retention rate **in one year**

Moon Short Area of Focus:
Implement holistic student support to increase a sense of belonging

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Improve student outcomes by identifying and erasing equity gaps.
Talk to an expert at eab.com/moon-shot-for-equity.

STATE COLLEGE

How an EAB Technology and Research Partnership Helped Drive Transformation for Broward College

Broward College, a Large Public State College in Fort Lauderdale, FL

Partner Spotlight: A Relentless Commitment to Excellence

Since 1959, Broward College (BC) has led the way in providing transformative academic experiences to thousands of students. Based in Fort Lauderdale, Florida, BC has the second-largest enrollment in the Florida College System, serving 56,000 students annually across six campuses. Named one of the **top five community colleges by the Aspen Institute for 2023**, their staff and faculty work together to provide a coordinated and personalized student experience through use of technology, constant innovation, and best practice research.

In 2011, BC partnered with EAB's research solution, **Strategic Advisory Services**, to stay ahead of sector enrollment and retention trends, innovate with peers, and receive strategic guidance and insight to make better decisions. Across the past 12 years, BC has expanded the scope of their EAB partnership to include both research and **Navigate360 student success technology** solutions to address needs of students, staff and faculty, and the entire institution.

In the next few pages, you'll learn about the evolution, innovations, and impact of BC's ongoing partnership with EAB and how they leverage it to relentlessly improve and transform the community college experience.

Broward College by the Numbers

- 56k students
- 4,000 full-time and part-time faculty and staff
- Hispanic-Serving Institution

34%
3Y completion rate

57%
Fall-to-fall retention rate

46%
First-generation

A Proven Community College Leader

ASPEN PRIZE
FOR COMMUNITY COLLEGE EXCELLENCE
aspen institute
FINALIST
2023

INSIGHT Into Diversity
Higher Education
Excellence in Diversity Award
2022
Top Colleges for Diversity

MHA
Mental Health America

Recipient of Gold Bell Seal for Workplace Mental Health

cupa·hr.
College and University Professional Association for Human Resources

National HR Excellence Award Winner

Rising to the Student Success Challenge

BC's Challenge

Student Success Mired by Manual Workflows

In 2016, BC faced student success challenges in persistence and graduation. The biggest barriers to success were:

- Lack of standardization in advising
- No sustainable way to implement a case management model
- A highly manual, static course planning system that didn't accommodate customization or flexibility to support student need
- No scalable method of communication to effectively reach their students in a timely and strategic manner

BC's Solution

Technology and Process Improvement

BC sought **student success technology** that would enable them to address retention imperatives and modernize their campus experience. BC turned to **Navigate360, EAB's CRM**, to fulfill these goals.

With Navigate360, BC improved the student experience by cutting advising wait times, streamlining the registration process, and providing students with coordinated and future-focused care.

For students, that meant a more supportive academic experience and a higher likelihood to persist and complete.

BC chose Navigate360 because it:

1. Enabled **Guided Pathways**.

2. **Streamlined** the **advising** process.

3. **Enabled strategic, scalable communications** with students and among faculty and staff.

4. Allowed BC to build a **Coordinated Care Network** of student support.

5. Included membership to **EAB's Student Success Collaborative**, granting BC access to decades of research, an EAB consultant, and best practice-sharing events with **850+** partner institutions.

Student Outcomes Improve with Navigate360

Success by the Numbers

+5%

Increase in FTIC cohort completion rate in 1 year (2018)

+2.09

Higher average semester credit load among those who registered using Navigate360 vs. those who didn't (2020)

$1,424,473

Total ROI for all tracked Navigate360 initiatives (2016–2023)

+25%

Increase in new and returning Navigate360 student users in AY22-23 *(as compared to AY21–22)*

Learn more about how Navigate360 can transform your student success initiatives.

Tech-Enabled Support System for Staff

BC's Challenge

Slow Advising Processes Meant Lost Momentum for Students—and Frustration for Staff

BC struggled with advising and registration processes that were slow and labor-intensive, with past advisor caseloads of **up to 500** students and long appointment wait times. Course plans were on paper, and weekly academic scorecards required **70+** staff and nearly **40** staff-hours per week to complete. These challenges burdened staff and made it difficult to have aspirational, future-focused conversations with students during advising appointments.

BC also lacked a mechanism to easily track student interactions between offices and flag concerns, leading to students losing momentum or stopping out.
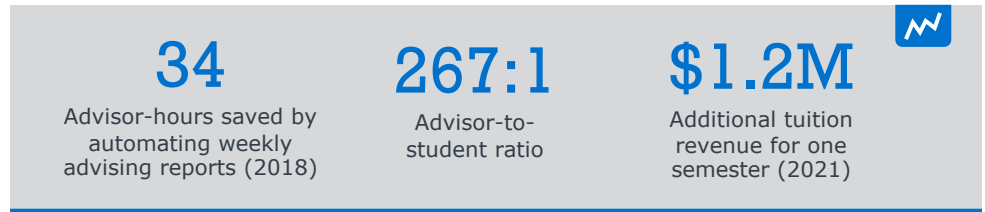
BC's Solution

Strategic Support with Technology and Process Enhancements

With data-driven insights from EAB, **BC leveraged Navigate360 to overhaul their advising processes** with time-saving workflows, such as appointment scheduling, course planning, and **caseload management**. Navigate360 also enabled them to provide clear mechanisms for faculty and staff to communicate and help students stay on track with **campaigns** and **shared notes**.

These enhancements:

✓ Saved staff time

✓ Decreased advisor caseloads by almost half

✓ Brought in more than $1 million in additional tuition revenue

34	**267:1**	**$1.2M**
Advisor-hours saved by automating weekly advising reports (2018)	Advisor-to-student ratio	Additional tuition revenue for one semester (2021)

An Innovative Approach to Advising and Caseload Management

Tech-Enabled Workflows Yield Better Student Outcomes

Admission to Broward	Start of first term
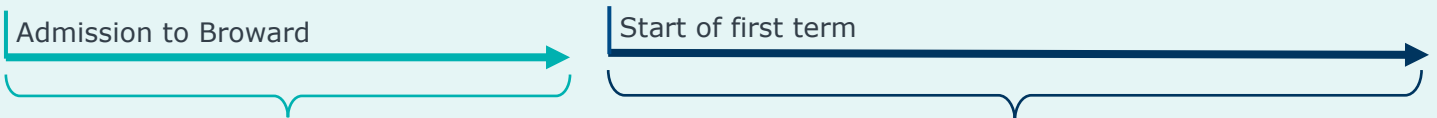
Students assigned to a **success coach** who:

- Provides **virtual support** through onboarding and first-term registration
- Identifies coursework or life experience that may apply toward **graduation requirements**
- Looks for opportunities to earn **college credits** for high school coursework, work experience, etc.

Students assigned a program-specific **academic advisor** who:

- Encourages students to take the **maximum credit load** when feasible
- Connects students to other campus resources through **Navigate360 referrals**
- Helps students explore careers through the **Major Explorer** in Navigate360's student app

- Uses Navigate360 **outreach campaigns** to schedule appointments
- Uses Navigate360 advanced search to provide **tailored resources to specific student populations** with lower completion rates, such as African American males, students aged 35+, and Pell-eligible students

A+

93%
Surveyed students agree that their learning goals were met during advisor interactions

80%
Persistence rate for enrolled degree-seeking students who met with an advisor

Engaging Faculty in Student Success Initiatives

BC's Challenge

Understanding Threats to Momentum

Before Navigate360, BC faculty lacked insight into threats to student persistence. With no clear process for communicating students' needs to other campus staff, those needs often went unaddressed.

Furthermore, faculty had no uniform way to connect students to resources in other campus areas, such as financial aid or career services. These breakdowns in the student experience caused momentum loss and made students more likely to stop out.

BC's Solution

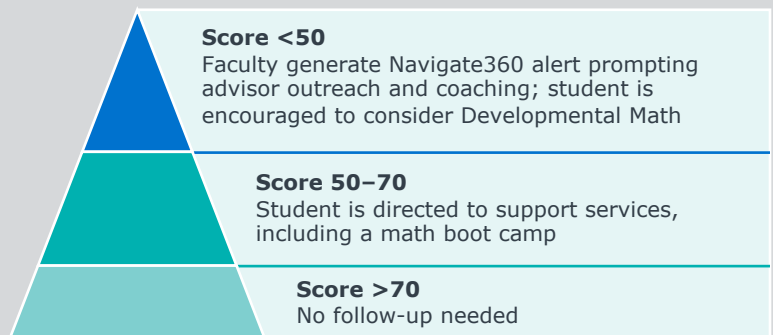### Improved Communication, Strategic Support, and Ongoing Training

BC leveraged Navigate360 and EAB's proven practices to engage faculty in student success initiatives. Navigate360's **early alerts** and **Coordinated Care Network** made it easy for faculty to understand threats and help students stay on track. It also enabled them to **track and share interactions with relevant staff**, making BC student care more holistic.

Interventions and Alerts Drive Student Success

Scaling Early Student Support in College Algebra

BC collaborated with their EAB Strategic Leader (partner consultant) to launch an early intervention strategy and enhance retention and persistence in College Algebra, specifically based on how students performed on their first exam (2021–2022).

Action Taken Based on First Algebra Exam:

Score <50
Faculty generate Navigate360 alert prompting advisor outreach and coaching; student is encouraged to consider Developmental Math

Score 50–70
Student is directed to support services, including a math boot camp

Score >70
No follow-up needed

7% Higher pass rate   **2%** Higher persistence rate

Results represent students who received intervention vs. those who did not.

Review examples of faculty-focused engagement initiatives across this page.

BC's Robust Coordinated Care Network Empowers Faculty to Support Students

Faculty Can Help Students Stay on Track by Proactively Flagging Concerns

A Coordinated Care Network is a system of providers connected by technology and processes that work together to make it easier for students to navigate higher education and receive holistic support. As the first line of support for most students, **faculty have a critical role to play by connecting students to their care network**.

With Navigate360, BC has built a broad and inclusive Coordinated Care Network for students with **17 Care Units**, or organized support services and offerings, and **40 different alerts**.

229% Increase in faculty who issued early alerts (2020–2022)

59% Reenrollment rate among those who received intervention (2022)

Career Services · Academic Success Center · Faculty · Veteran Students · Financial Aid · TRIO · New and Returning Student Onboarding · International Students · Office of Transfer Services · Academic Advising · Seahawk Outreach Services · Library Research Assistance · Peer Mentoring · Accessibility Resources · Testing and Assessment · Cashier's Office

Reimagining BC's Institutional Vision

BC's Challenge

Time-Bound Plans and Resistance to Change

In 2020, BC's cabinet began to lay groundwork for their new strategic plan. However, they struggled to elevate their vision beyond tactics and timelines and faced some resistance to change as they began to put their ideas into practice.

BC's Solution

Creating a "Social Enterprise" Plan

Through BC's partnership with **EAB's Strategic Advisory Services (SAS)**, BC leveraged a **network of community college experts** for strategic guidance and support who helped provide BC with the long-term strategic view of the future that they needed to focus on today.

With **customized workshops, diagnostics, and toolkits**, as well as **in- and out-of-industry best practice research** from EAB's SAS team, BC transformed their strategy into what they now call the Social Enterprise Plan. The collaborative partnership between BC and EAB helped BC "push past the discomfort" of change resistance and shift campus mindsets toward an innovative, research-driven vision.

Based on EAB's guidance, BC's new plan is:

▶ Aspirational, operational, and inclusive

▶ Not time-limited

▶ Based on collective and strategic campus input

▶ Focused on both impact and outcome

Year One Results

- Expanded college access by increasing memorandums of understanding with county municipal partners
- Enhanced student support by increasing access to technology resources

Improving Equity and the Student Experience

BC's SAS partnership provided **institutional guidance** and **custom resources** for their biggest strategic challenges, including lifting the entire Broward County community through higher education access and outcomes, and designing a more modern student experience. The redesign project included an **enrollment audit** that enabled BC to improve both the recruitment and onboarding processes.

Building Buy-In and Consensus

EAB's Guidance on Building Widespread Campus Buy-In for Technology and Strategic Initiatives

- Phase rollouts of new initiatives or technology
- Be transparent and proactive in communications
- Recruit early adopters to help promote
- Explain the "WIIFM" (What's in it for me?) to each audience
- Provide varied and ongoing trainings
- Be strategic in collecting input and the decision-making process

About Strategic Advisory Services

EAB's research and advisory support helps you **accelerate long-term initiatives** while staying responsive to rapid landscape shifts. Our higher ed experts bring **decades of community college experience** to inform our guidance and hands-on support. Our research agenda **adapts with your priorities,** so we are always at the forefront of your most pressing challenges.

Implement change with confidence

The Next Steps

What's Next for BC?

Building a Better Future for BC

As BC's 12-year partnership with EAB continues to evolve, it serves not only as an opportunity for BC to improve their community college experience—it's also a blueprint for other community and technical colleges facing similar challenges. Here's a look at where BC is going from here:

Enrollment and Stop-Out Prevention	Expanding the Coordinated Care Network	Continuing a Tech-Enabled Hybrid Work Model
• Leveraging Navigate360 cohort data to better understand **enrollment and persistence barriers**. • Piloting **retention advising initiative** that creates a "one-stop shop" of specialized advisors; they provide intensive support to FTIC students and those past the 75% benchmark who are at highest risk of stopping out.	• Continuing to **build new Care Units** to help faculty respond to evolving student needs. • Planning to add **a new alert feature** that provides a faculty follow-up report once a student's intervention case has been resolved. • Recently added **Navigate360 Hand Raise** for three Care Units, **enabling students to self-identify about certain needs**.	• Using **Navigate360 to support a continued hybrid working model**, meeting students' needs and increasing well-being needs of staff and faculty. • **Improving equity and access** to services by continuing to enable virtual options. **60%** of students who access services **prefer virtual offerings**.

> "
> I think the beauty of being a part of this [EAB] community is that we learn from each other and share ideas. This is really all about the students, so if we have a practice to share or if there's something we can learn from a peer school to better help students, we want to do that.
> "
>
> *Janice Stubbs,*
> *Vice President, Student Success*

EAB

Edify Success Stories

EAB

Edify

Making LMS and SIS Data Accessible and User-Friendly in Record Time

El Camino College, a Member of the California Community College System

- **About**: El Camino College (ECC) is a large public community college in Torrance, CA with 20,400 students.

- **Challenge:** ECC wanted to create an integrated data source for Learning Management System (Canvas) and Student Information System (Colleague) data. Neither platform offered access to data in a digestible format. Conflicting and confusing coding systems in the LMS and SIS made it challenging for leaders to use data for strategic enrollment management and diversity, equity, inclusion, and access (DEIA) initiatives.

- **Solution:** ECC used Edify's automated higher education data model to combine and standardize data from Canvas and Colleague in only two months. Edify matches fields automatically, even if they are coded differently within and between systems and platforms. EAB's data experts used ECC's standardized data to produce dashboards that allow decision-makers to view and act quickly on trustworthy SIS and LMS data to examine enrollment and registration metrics.

- **Impact:** ECC now has access to a unified student record based on clean, reliable data. With standardized, governed data from Colleague and Canvas available in a single location, decision-makers can consult rich dashboards to investigate registration trends, credits, and LMS usage metrics.

- **Future Impact**: ECC plans to integrate data from their CRM and their Starfish Student Success Platform, creating a more holistic and accessible data model.

Impact Highlights

2

Months from project initiation to implementation

"

Edify is transforming how we look at data and will provide us with the Strategic Enrollment Management and DEIA dashboards we need to **solve our biggest challenges.**"

*—Loic Audusseau,
Chief Technology Officer*

Using EAB's Edify to Merge SIS and LMS Data Automatically

Edify Standardizes Confusing, Duplicative Codes to Create a Unified, Useful Student Record

Colleague-Student Information System

STC_PERSON_ID · PERSON_LAST_NAME
PERSON_BIRTH_DATE · STC_TERM
CS_STUDENT_ID · PERSON_EMAIL

Canvas-Learning Management System

pseudonym_dim_id
pseudonym_dim_last_login_at
pseudonym_dim_last_request_at

Edify Data Model

EDIFY RECORD

last_name
birth_date
campus_email
lms_id
latest_lms_login_date
latest_admit_term_id
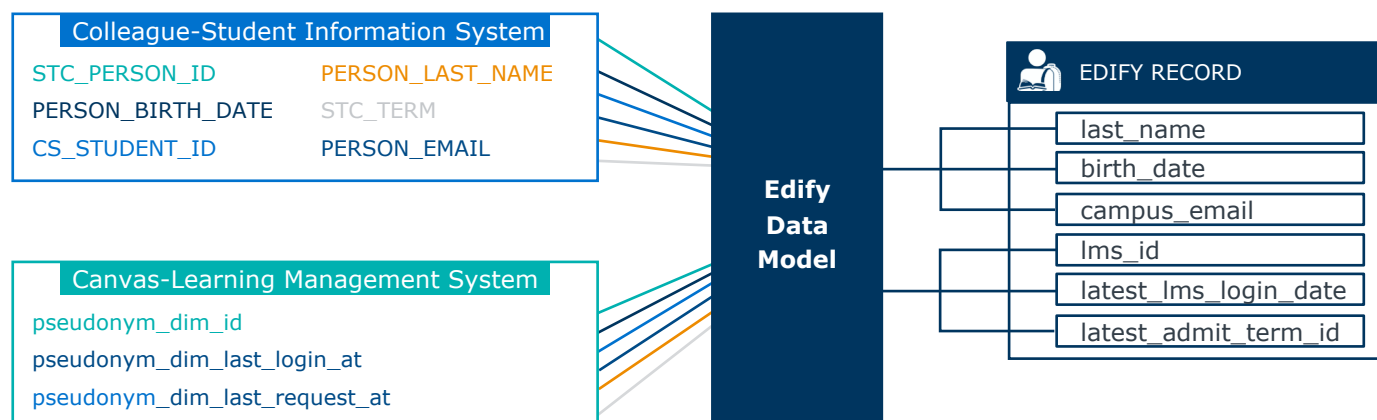
Making LMS and SIS Data Accessible To Key Decision-makers

Extract and Standardize Canvas and Colleague Data to Examine Enrollment and Registration Metrics

ECC's integrated LMS and SIS data source allows leaders to access and apply validated data for innovative decision-making. Specifically, leadership monitors LMS utilization and course performance, point-in-time summaries of course registrations, and enrollment trends.
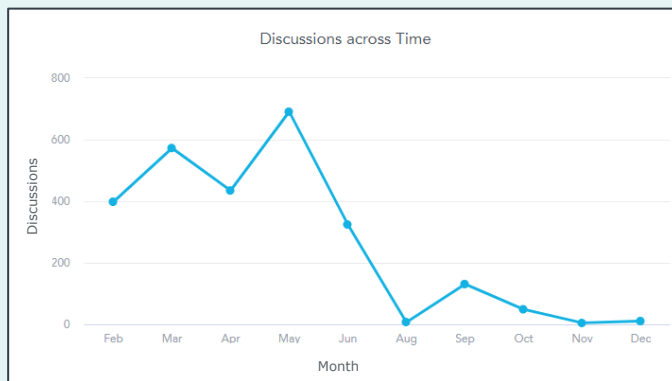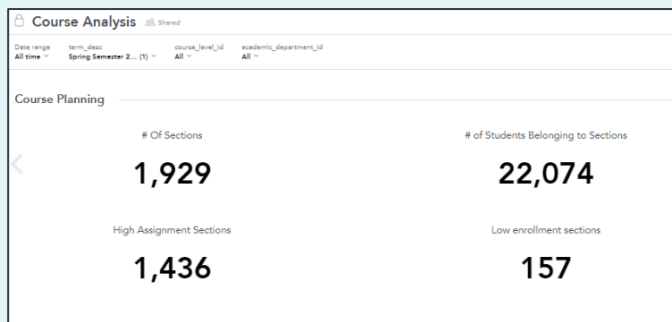
Canvas LMS
- Course data
- Activity data
- Assignment grades

Colleague SIS
- Demographic data
- Registration data
- GPA data

EDIFY ANALYTICS

LMS Analysis Dashboards

Course Analysis — Course Planning

# Of Sections	# of Students Belonging to Sections
1,929	22,074

High Assignment Sections	Low enrollment sections
1,436	157

Discussions across Time

SIS Dashboards

Year To Date Fall Registrations
El Camino YTD Fall Registrations

Headcount by FT/PT Status

Full-time/Part-time	Term			
	2019	2020	2021	2022
Full-time	2,500	2,911	2,284	2,418
Part-time	3,716	3,665	3,078	3,187
Unique Headcount Total	6,216	6,576	5,362	5,605

Key metrics available for LMS usage analytics and section consolidation decisions

- Evaluate utilization metrics (logins, discussion entries, and student participation)

- Track low and high enrollment sections

- Track assignments by section
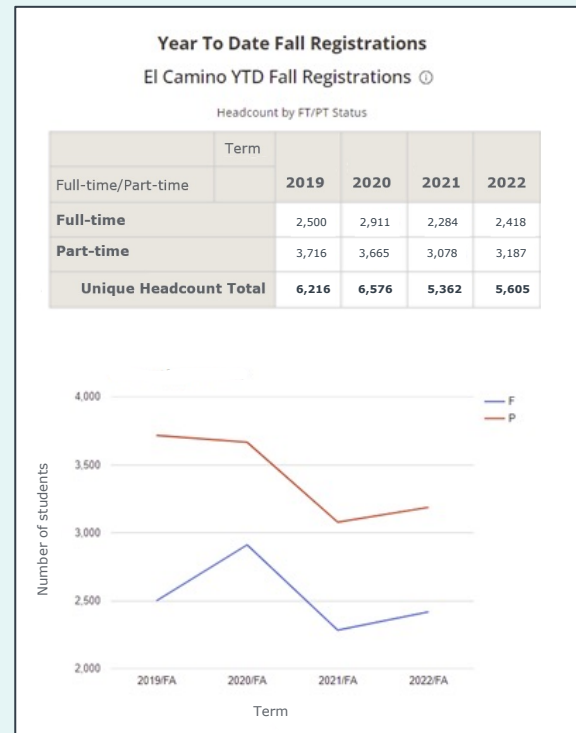
Historical SIS data unlocked for course needs analysis and registration support preparation

- Point-in-time summary of historical course registration data

- Registrations around key periods in the academic year

- Current registration patterns for the upcoming term as compared to previous fall terms

EAB Offers Incredible Time-to-Value And Strong Competitive Advantage

EAB's team of experts assisted ECC in producing a functional, comprehensive solution in only two months. Edify dashboards equipped ECC to make fast progress on key initiatives instead of spending additional months building and testing a home-grown solution or working with a vendor that lacks EAB's industry expertise.

	ECC's partnership timeline with EAB's Edify	Typical build and buy timelines with alternative vendors or homegrown solutions
Month 1	✓ ECC met with EAB experts to determine needs and develop an implementation plan ✓ ECC had insight into the model's design throughout a fully transparent integration process	• Assemble an internal committee or meet with the vendor team 　- Vendors may (or may not) have experience in higher ed, and may offer minimal insight into the development process 　- Internal team may lack necessary expertise in data modeling
Month 2	✓ Edify used pre-built data maps to join and validate ECC's Canvas and Colleague data sources automatically ✓ EAB created custom dashboards for ECC's stakeholders ✓ Project completed and implemented in two months	• Identify data needs and compile data 　- Vendors typically lack pre-built maps to higher ed tech systems, causing long delays 　- Internal teams often lack a data dictionary to guide the process
Month 3 **Month 4** **Month 5+**	**Competitive Advantage: Automated Updates Free Time for Strategic Progress** While other schools await project completion and implementation, ECC can make progress on important institutional priorities and data-informed innovation. Additionally, ECC's IR and IT team no longer spend time monitoring dashboards that come from the Edify model. Edify's data model refreshes nightly to provide automated dashboard updates.	• Data compilation complete; tool testing and data validation begins 　- Vendors' testing and validation process may require significant staff time and involvement 　- Internal team may struggle to balance tool development with other priorities • If tool suits need: reports developed and distributed 　- Vendors' reports may not meet exact needs or offer transparency 　- Internal team must still manage dashboards for reporting, creating no relief on departmental resources • Otherwise, additional testing and development

> " EAB is a premier, responsive team, and we are leveraging EAB's expertise and Edify's capabilities for our LMS Dashboards and DEIA initiatives. We wouldn't have any data warehouse environment today if it wasn't for EAB. "
>
> —*Loic Audusseau, Chief Technology Officer*

How Northampton Community College Simplified Compliance Reporting with Automated Data Preparation

Northampton Community College, Large Institution in Bethlehem, PA

About: Northampton Community College is a public two-year college serving 20,000+ students across three campuses in Pennsylvania. 65% of their students are first-generation and 96% of recent graduates are employed or continuing their education.

Challenge: Northampton struggled to meet annual compliance reporting requirements due to an ineffective data management process. It took weeks to complete each reporting cycle, and they often missed deadlines and requirements.

Solution: In Summer 2022, Northampton partnered with Edify, EAB's education data and analytics solution, to automate their compliance reporting process by creating saved, repeatable workflows that mirrored both IPEDS and state report structures. Northampton's IE staff were then able to easily run their reports, check for errors, and submit them on time.

Impact: With ongoing support from EAB's professional services team, they saved hundreds of hours and expect to save even more in future cycles. With automated, repeatable workflows in place, they will be able to pull future reports, validate the data and submit both state and federal reports in less than a day. Automating a necessary process like compliance reporting has freed them up to focus on projects supporting their primary data goal: to create a culture of data confidence across the institution.

Impact Highlights

$950K

State funding loss avoided in only one day thanks to Edify and support from the EAB data team

Hundreds

Of staff hours saved, now and in future reporting periods, freeing Northampton up to focus on broader data strategy and integration goals

Northampton's New Process with Edify Saves Valuable Staff Time

Edify Automates Data Preparation, Making It Easy to Hit Reporting Deadlines

Compliance Reporting Before Edify

❌ Process involved **multiple departments** pulling complex reports from **disparate systems**

❌ 1-2 staff responsible for reporting due to **staffing shortages**

❌ Reports were often **PDFs** that **couldn't be combined** and required **labor-intensive** analysis and aggregation

❌ Multiple interpretations of requirements created **confusion, redundancies**

After Edify

✓ EAB's Edify team brought Northampton's **SIS data** (Workday Student) into Edify in raw form, where it was **transformed, cleansed,** and **validated.**

✓ The Edify team partnered with Northampton to create **workflows** that **mirrored federal and state reporting requirements.**

✓ Northampton used the workflows to run needed reports, which were **ready for validation within hours.**

✓ Northampton's IE team could easily **identify and correct report errors** by using Edify's backend raw data view.

✓ Northampton's reports were **submitted on time.** The **reports were saved** for the next reporting period and will only need to be updated if there are requirement changes.

Quick and Quantifiable Wins with Edify

Success Is Built on a Strong Data Solution Paired with Ongoing Professional Support

Northampton saw tangible results with Edify in a matter of days—and in some cases as little as one day—saving them hundreds of staff hours and nearly a million dollars in potential state funding loss. But it was more than solid tech that helped them achieve their goals. With support from EAB's professional services team, they were able to expand the capacity of their team and make meaningful progress in the first three months after deployment.

Early Successes with Edify and EAB Professional Service

Hundreds	$950K	On Time	Under Budget	Expanded Capacity
of **staff hours saved,** now and in future reporting periods	State **funding loss avoided** with Edify and support from EAB's professional services team	**Both** state and IPEDS **reports submitted** in the first full reporting period with Edify (Fall 2022)	Edify deliverables provided **ahead of schedule,** saving money	EAB's professional services team helps Northampton staff **work more efficiently** amid staff shortages

What's Next for Northampton with Edify

Northampton Has Time to Think Bigger Now That Compliance Reporting Challenges Are Solved

By automating the time-consuming compliance reporting process, Northampton has freed themselves up to set their sights on more strategic data management goals. They've already completed a data strategy alignment project with their EAB Strategic Leader and will now move into execution of much larger goals, ultimately helping them create an institution-wide culture of data confidence.

Integrate Starfish data into Edify and stand up Retention Scores tool

Purpose: Drive student success strategy and leverage underutilized retention tool

Enable self-service access to data

Purpose: Empower users across campus to pull the data they need by creating customizable dashboards

1 2 Create a Culture of Data Confidence 4 3

Incorporate National Student Clearinghouse data into Edify

Purpose: Use data to understand Northampton transfer student trends and inflect change and growth

Bring LMS and CRM data into Edify

Purpose: Unify all student data to better support and track the student experience

> "It's really about the partnership. It's a whole team. A lot of companies have that standard customer success manager model, but EAB does it differently. Our strategic leader and technical project manager are always there asking, '*Are we meeting your goals at a strategic level? Are we meeting what we promised we would do for you?'*"
>
> *Brian Gardner, Chief Information Officer*
> *Northampton Community College*

Inside A Community College's Streamlined, Custom Enrollment Data Warehouse Implementation

BACKGROUND

North Iowa Area Community College (NIACC) is a public community college in Mason City, Iowa with 2,500 students, about half of whom attend full-time.

KEY RESULTS

▶ **Automated accuracy auditing** of enrollment data from Canvas and Colleague

▶ **Extensive CIO input** during implementation and setup

▶ **Decreased demand on IR** since enrollment dashboards now update automatically

▶ **Data from multiple sources** can now be cross-referenced in one user-friendly space**:**

- Canvas
- National Student Clearinghouse
- Colleague ERP
- Navigate CRM

OPPORTUNITY

NIACC had limited insight into its enrollment funnel and needed a way to make data visible and actionable

Greg Bailey, NIACC's CIO, knew that to improve access to enrollment data, his institution needed to modernize its approach to data infrastructure in a cost-effective, customized fashion. NIACC sought a cloud-based data management platform that would enable deep data exploration. Bailey wanted to be hands-on with the implementation process and apply his institutional knowledge and technical expertise to ensure the platform was tailored to NIACC's needs.

SOLUTION

NIACC partnered with EAB to create a customized Strategic Enrollment Management (SEM) dashboard

NIACC implemented EAB's Edify to centralize and synthesize Canvas, Colleague, Navigate, and National Student Clearinghouse data. During implementation, Bailey was in direct communication with EAB's engineers, vetting design and offering input on code.

IMPACT

NIACC's SEM Dashboard offers more accurate insight and puts less demand on the IR team

The SEM dashboard allows NIACC to understand and strategize around trustworthy data. Bailey participates in weekly conversations with his designated Strategic Leader at EAB, uncovering potential future projects and exploring additional areas of interest for improving NIACC's data infrastructure.

> " It was important to me to have a level of connection with EAB's software development team. With EAB, there was no disconnect where I had to work through someone else—I was able to work directly with the team and share feedback on the code. **We spoke the same language.** "
>
> Greg Bailey, Chief Information Officer
> *North Iowa Area Community College*

NIACC

Enrollment Visibility for Enhanced Strategy and Decisions

HOW NIACC GAINED INSIGHT INTO THEIR ENROLLMENT FUNNEL

NIACC's Strategic Enrollment dashboard blends data from Colleague and the National Student Clearinghouse to offer deep enrollment insight segmented by subpopulations of students. The dashboard is tailored to NIACC's needs and offers nuanced data exploration through varied macro- and micro-level workspaces, including:

- Overall class outcomes

- Market expansion opportunities

- Pipeline snapshots

- Enrollment overview metrics
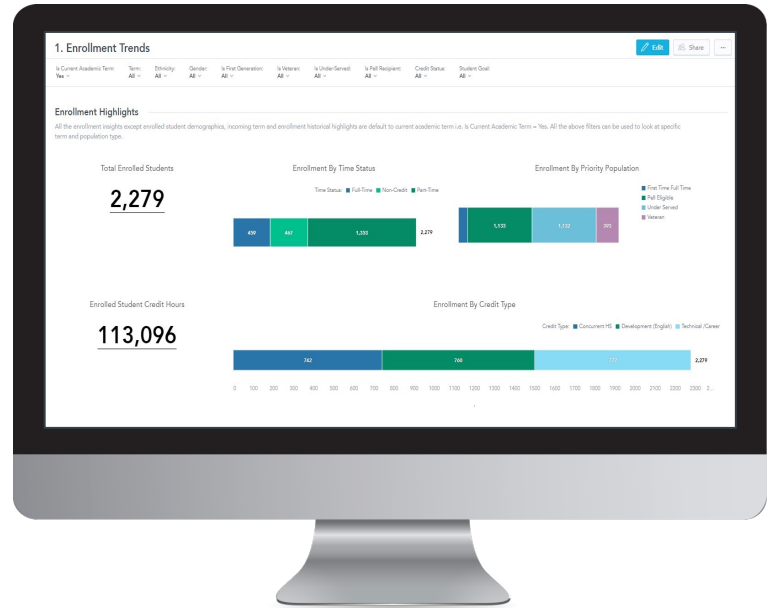
EDIFY PARTNERSHIPS ARE TAILORED TO YOUR INSTITUTION'S UNIQUE NEEDS

Creating a trusted single source of truth for data on your campus is only the first step in your Edify partnership. The Edify team works directly with your institution to execute on your campus's most pressing data needs, whether they fall under Enrollment, Retention, Advancement, Finance, or elsewhere. During the implementation process and beyond, EAB will work to identify and deliver on improvements across the entire campus.

Identify your institution's data goals and priorities

- Through a data strategy audit and meetings with the Edify team, determine your institution's first project

- EAB will synthesize necessary data sources into Edify's data warehouse

Complete an initial project

- Choose your level of involvement during implementation—the process and platform are both fully transparent

- Initial project delivered within two months to one year, depending on complexity

Plan and execute additional improvements and projects

- Continue working with your designated Strategic Leader to plan and execute projects

- Expand efforts beyond your initial focus area into other departments and offices

COMMUNITY COLLEGE

Bringing a Multi-Dimensional Approach to Student Support and Attrition Analysis

The Community College of Allegheny County

- **About**: The Community College of Allegheny County (CCAC) is a multi-campus public community college in Pittsburgh, PA with 20,336 credit-earning students.

- **Challenge:** CCAC wanted to deliver a proactive, holistic, and tailored support approach across their Student Success Services team. CCAC encountered several limitations with their Ellucian Advise student success platform, including its lack of appointment scheduling functionality. CCAC sought an improved system but hoped to preserve all Advise data for reference. Additionally, CCAC wanted to investigate which factors made students most likely to stop out.

- **Solution:** CCAC implemented Navigate360 and Edify (EAB's CRM and Data & Analytics Solution, respectively). Edify allowed CCAC to conduct a historical review of Advise data, including alerts, flags, student GPA, and Pell eligibility. CCAC also incorporated student records (broken down into subsets) from an institution-developed platform, facilitating a comprehensive review. Navigate360 equipped CCAC to communicate with students, receive alerts regarding early academic needs of students, and track appointments.

- **Next Steps:** With data stored securely in Edify, CCAC plans to build a predictive model to improve their enrollment strategies. CCAC will also use Edify and Navigate360 to identify student issues or concerns, track which resources students are referred to, and measure which intervention and outreach strategies and resources have the greatest impact on student success and retention.

Impact Highlights

✔ Edify attrition dashboards equip CCAC for an in-depth historical review of support activities

✔ Navigate360 allows CCAC to deliver case management-style student support

Seamless Data Archiving in EAB's Edify

Edify Facilitates a Smooth Transition Between Student Success Technologies

Advise CRM data for extraction included:	Edify model archived data automatically:		New capabilities:
• Alerts • Flags • Transactional data • Notes associated with each student	• Pre-built workflows connect with Advise data codes • Advise data archived securely with no data loss or corruption • Outputs have readable, useful labels rather than confusing codes	• Has inputs for data from additional systems, such as CCAC's LMS and SIS, opening the door to future integrations	• Historical review • Stopout analytics dashboards • Data governance • Automated dashboard updates • Ongoing service partnership with Edify data experts for future projects

Edify and Navigate360 Enable a Multi-Faceted Student Support Strategy

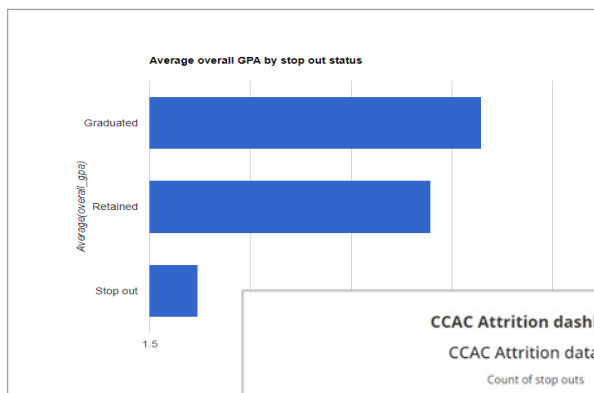*CCAC Can Take Informed Action to Address Factors that Lead Students to Stop Out*

3 components of CCAC's support strategy

1

Strategic Historical Review

With an abundance of data stored in Edify, CCAC can conduct a rich historical review of alerts, flags, and transactional data to identify support activities that made a difference for students.

2

Segmented Stopout Analysis

CCAC's decision-makers can investigate attrition data at a high level to understand trends. Additionally, advisors and Student Success Services staff can drill down to see which subsets of their student population tend to stop out at higher rates, then build support systems to address factors that lead these students to stopout.
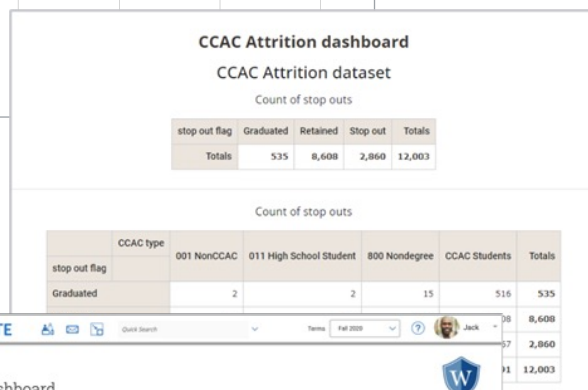
3

Tailored Student Support

Navigate360 equips advisors and Student Success Services staff to communicate directly with students, send automated messages based on alerts, and schedule appointments inside the app. Advisors and Student Success Services staff also have a continually refreshed record for each student, enabling ongoing tailored support.
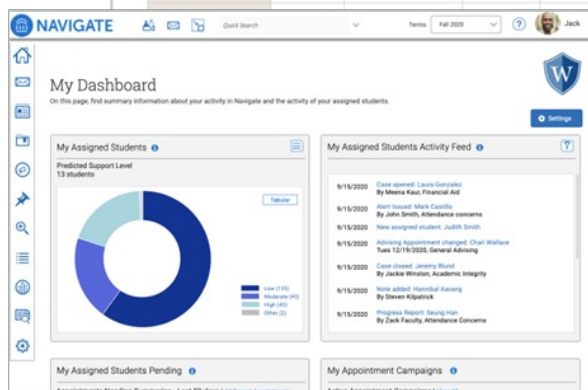
Taking Student Support Further with Navigate360

Moving from Advise to Navigate360 equips CCAC to Support Students Holistically

	Ellucian Advise	EAB Navigate360
Features	Did not offer adequate appointment scheduling	Offers in-app appointment scheduling, student communications, and direct support
Coordination	Did not provide coordinated care features	Allows staff to coordinate outreach and follow-up care for students
Design	Assembled from Ellucian's CRM, SIS, and analytics platforms	Built from the ground up as a standalone student CRM
Strategy	Did not lend to CCAC's case management approach to support	A suite of features facilitates a case management support system, treating each student's individual needs

Activating Institutional Data Across a Community College System with Edify

The Community College System of New Hampshire

- **About**: The Community College System of New Hampshire (CCSNH) is a network of seven community colleges serving 26,000 students.

- **Challenge:** CCSNH sought to foster efficiency in several departments, including the Registrar, Advising, and Admissions offices, by improving access to pivotal decision-informing data. Data reports were manual and static, costing valuable Institutional Research (IR) staff time to generate and distribute. With a small IR team across the System, hundreds of employees to serve, and varying levels of user expertise, CCSNH needed an intuitive tool that would grant employees direct access to actionable data.

- **Solution:** CCSNH implemented Rapid Insight's cloud-based dashboards in 2019, granting easy data access to employees across the system. Personalized dashboards allow users to prioritize work and make informed decisions. As a result, Institutional Researchers at the colleges can reclaim time for important strategic priorities.

- **Impact:** CCSNH can make informed decisions at all levels of the organization, from strategic planning to individual student assistance. Live, up-to-date dashboards provide academic counselors with lists of students who need assistance, enabling responsive and impactful support. Administrators use Rapid Insight, part of Edify, to identify programs with strong term-to-term persistence, sharing out best practices to improve retention in other programs. The resulting improvements in graduation rates and equity contributed to the selection of White Mountains Community College (a CCSNH campus) as a semi-finalist for a 2023 Aspen Award for Community College Excellence.

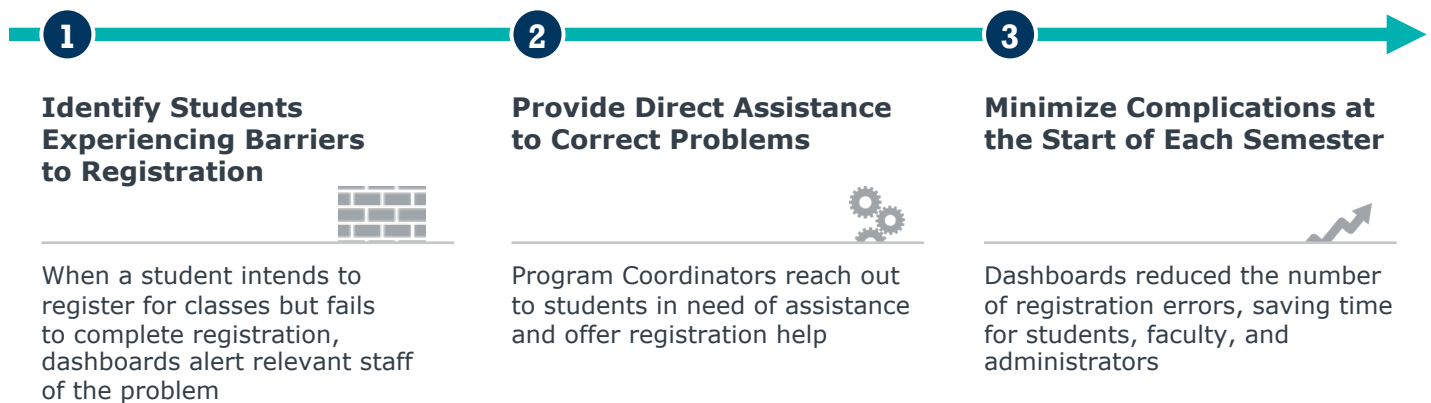### Impact Highlights

+5%

Increase in fall-to-spring persistence at one campus

"

The more people we empower to delve into the data, the better we're going to be as an organization."

—*Scott Fields, Chief Operating Officer*

Identifying and Correcting Registration Errors

Dashboards Enable High-Touch Assistance

1

Identify Students Experiencing Barriers to Registration

When a student intends to register for classes but fails to complete registration, dashboards alert relevant staff of the problem

2

Provide Direct Assistance to Correct Problems

Program Coordinators reach out to students in need of assistance and offer registration help

3

Minimize Complications at the Start of Each Semester

Dashboards reduced the number of registration errors, saving time for students, faculty, and administrators

Data Dashboards Increase IR Capacity at White Mountains Community College

BEFORE

Staff Request New Data

Ongoing report request cycle is time-consuming and repetitive

Staff Conduct Outreach

Staff connect with students based on the most recent version of a persistence and registration report, then request a new report when the data becomes dated
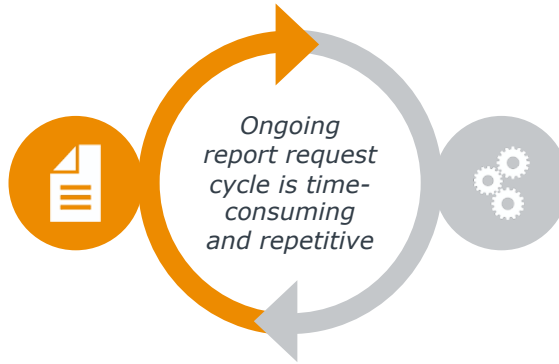
IR Generates Report

Institutional Researchers generate a static registration and persistence report reflecting the most recent data

IR Delivers Report

AFTER

Staff Request Data

Staff request persistence and registration information from IR

Dashboard Updates Automatically

Dashboards refresh to provide users with live, up-to-date information

+5%

Increase in fall-to-spring retention at WMCC

IR Generates Dashboard

IR creates a personalized Rapid Insight dashboard displaying program-level persistence and registration status on each student

Results Improve

Staff have live lists displaying which students need help, enabling faster and more impactful interventions

Combining EAB's Navigate360 and Rapid Insight, Part of Edify

Extending the Impact of Both Tools for Increased Student Success

▶ EAB acquired Rapid Insight in 2021. As users of Rapid Insight and Navigate360, EAB's CRM, CCSNH is excited to coordinate their use of both platforms to further their student success initiatives.

Rapid Insight, Part of Edify

Democratized Data Access

- Customized data dashboards
- Institution-wide insight sharing
- Actionable, trustworthy information

CCSNH

Navigate360

Student Success Management

- Integrated student success analytics
- Student-centric communications
- Coordinated, holistic student support

❝ We really have the ability to leverage [Navigate360 and Rapid Insight] across the two platforms to make some impressive changes in the future… We're going to be able to tap into metrics that we haven't been able to get our arms around in the past.''

-Scott Fields, Chief Operating Officer, CCSNH

EAB Is Your Full-Service Community College Partner

Best-in-Class Support and Expertise to Solve Challenges Across Your Institution

Our Solutions for Community Colleges	Institutional Strategy	Recruitment and Enrollment	Student Success	Data Management and Analytics
NAVIGATE360 Higher ed's leading student CRM to recruit, retain, and empower students in college and beyond		■	■	■
EDIFY A higher ed-specific and vendor-agnostic data warehouse, infrastructure, and analytics hub	■	■	■	■
STRATEGIC ADVISORY SERVICES Consultative access to EAB's best practice research, toolkits, diagnostics, and expert direction on community colleges' most pressing challenges	■	■	■	■
RAPID INSIGHT Access, prepare, and explore your data in a code-free, drag-and-drop workspace	■	■	■	■
MOON SHOT FOR EQUITY A comprehensive initiative to eliminate equity gaps at your institution by the year 2030	■		■	
ENROLL360 VIRTUAL TOURS Immersive virtual tour platform creating a digital experience that generates higher inquiries and activates your recruitment team		■		
ENROLL360 AUDIENCES Raise awareness and connect with high-intent, college-bound students from Appily and PowerSchool Naviance®, the nation's leading college search platforms		■		

Visit **get.eab.com/communitycollege** to learn about our offerings and speak with an expert about how EAB can support you.

ABOUT EAB

At EAB, our mission is to make education smarter and our communities stronger. We work with thousands of institutions to drive transformative change through data-driven insights and best-in-class capabilities. From kindergarten to college to career, EAB partners with leaders and practitioners to accelerate progress and drive results across five major areas: enrollment, student success, institutional strategy, data analytics, and diversity, equity, and inclusion (DEI). We work with each partner differently, tailoring our portfolio of research, technology, and marketing and enrollment solutions to meet the unique needs of every leadership team, as well as the students and employees they serve. Learn more at eab.com.